



We Make In-Store Marketing Work.

To: Claire Person

From: Anne Sheridan *AS*

Date: February 22, 1995

Re: Additional Hours Worked by SPR's on Basic/Cambridge

Post-It® Fax Note	7871	Date	3/8	# of Pages	2
To	Claire Person	From	Anne Sheridan		
Co./Dept.		Co.			
Phone #		Phone #			
Fax #		Fax #			

As we discussed at the training in New York as well as in our conversation last week, I have listed below by market, how many hours the SPR's went over 40 hours each week. We did not calculate this as "overtime" but we will need to compensate them at their hourly rate for the additional hours spent working. Claire, I have asked my MM's to be "fair" when calculating these hours, not to get too detailed to add additional hours that were not reasonable. From my experience of working with them for the past 2 weeks, most markets went well above the 40 hours/week, in reality working about ½ to almost a full week extra in hours. I will outline this below and discuss this with you. When the program initially began I don't think that anyone knew how far away the locations were from the designated markets. Phoenix will be the worst case scenario but I also know that Tulsa and Jacksonville were higher in additional hours spent on the program. Knowing how much my MM's drove to the events, without visiting every account, I do believe the hours over for the SPR's are accurate. Most of this additional time was incurred in drive time to and from events. I did not have the MM's include the time initially spent by the SPR's assisting at the warehouse prior to the event dates. This was included as relief time that was added into the original budget, per our discussion.

1102/Harrisburg - 2 SPR's 21 hours over/SPR

1103/Harrisburg - 1 SPR 4.75 hours over

2101/Jacksonville - 1 SPR 35 hours over

1 SPR 32 hours over

2102/Jacksonville - 1 SPR 16 hours over

1 SPR 15 hours over

3114/Tulsa - 2 SPR's 38 hours over/SPR

3115/Tulsa - 1 SPR 34.5 hours over

1 SPR 39.5 hours over

4101/Lexington - 2 SPR's 13 hours over/SPR

4102/Lexington - 1 SPR 8 hours over

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5209/Phoenix - 1 SPR 35 hours over
1 SPR 40 hours over
5210/Phoenix - 1 SPR 42 hours over
1 SPR 41 hours over

The total number of hours worked above the 40 hours per week for all SPR's is equal to 486.75 hours. These hours x 9.50/hour x tax factor (15.95%) is about \$5,361.67 additional for the SPR hours worked. Since we had 2 markets that ran 1 van with only 1 SPR for the 2nd week of the program, due to turnover after week 1 and no time to rehire (Harrisburg and Jacksonville), this may help to offset some of the additional hours incurred by the SPR's who worked the whole program. In the areas where there was only 1 SPR the MM worked with them often during the 2nd week to ensure accuracy and assist consumers. As well, we may be able to offset some more of the cost noted above with some of the recruiting cost. In 2 markets we had all returning SPR's from the Marlboro program so we did not need to run ads or interview.

I realize this may be more than was anticipated, but without having the schedules of locations ahead of time it was difficult for any of us to determine how much driving was really involved. I know that you will want to discuss this so give me a call on Friday when I will be in my office all day.

cc: Ray Mowrey
Don Crossett
Karen Fayden

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